

ORDER

Orders
Order / Rev: 168677
Alt Order #: 06362304
Product Desc: AFSCME-TAMMY BALDWIN
Estimate: 3283
Flight Dates: 10/08/12 - 10/14/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Vicky Rehill
Sales Office: HCHI
Sales Region: NAT

Agency
Name: Adelstein/Liston
Buying Contact: Barb Obrzut
Billing Contact:
 222 W. Ontario St.
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/AFSCME
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	30	\$32,400.00	\$27,540.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$32,400.00	\$27,540.00	0.00
Totals	30	\$32,400.00	\$27,540.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Vicky Rehill			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	40%	\$32,400.00
Market	100%	\$81,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	40%	\$32,400.00
WITI	10%	\$8,100.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	10%	\$8,100.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/08/12	10/12/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		1				\$700.00		0.00			
E 2	WDJT	10/08/12	10/12/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$1,500.00		0.00			

Order / Rev: 168677
 Alt Order #: 06362304
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Issue/AFSCME
 Product Desc: AFSCME-TAMMY BALDWIN
 Estimate: 3283

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/08/12	10/12/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--				5	\$400.00		0.00			
E 4	WDJT	10/08/12	10/14/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p MTWTFSS	:30	5	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTFSS				5	\$500.00		0.00			
E 5	WDJT	10/08/12	10/14/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p MTWTFSS	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTFSS				3	\$1,600.00		0.00			
E 6	WDJT	10/09/12	10/09/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----				1	\$7,000.00		0.00			
E 7	WDJT	10/13/12	10/13/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-				1	\$500.00		0.00			
E 8	WDJT	10/13/12	10/13/12	Sa 8p - 9p Hawaii Five-O	CM	8p - 9p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-				1	\$1,500.00		0.00			
E 9	WDJT	10/13/12	10/13/12	Sat 1035p-1135p The Closer	CM	1035p-1135p -----1-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-				1	\$300.00		0.00			
E 10	WDJT	10/13/12	10/13/12	Sat 1135p-1235a The Closer	CM	1135p-1235x -----1-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-				1	\$300.00		0.00			
E 11	WDJT	10/14/12	10/14/12	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a -----1	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1				1	\$800.00		0.00			
E 12	WDJT	10/14/12	10/14/12	Sun 1030a-11a Green and Gold Game Day Live	SPRT	1030a-11a -----1	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1				1	\$800.00		0.00			
E 13	WDJT	10/08/12	10/14/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p MTWTFSS	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTFSS				2	\$1,600.00		0.00			
E 14	WDJT	10/14/12	10/14/12	1105p-1205a Castle	CM	1105p-1205a -----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1				1	\$300.00		0.00			
E 15	WDJT	10/14/12	10/14/12	1205a-105a Castle	CM	1205a-105a -----1	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1				1	\$200.00		0.00			
Totals													30	\$32,400.00